





CARD COLUMN

This PostLines/511 fax-only feature follows the trends in the card-collecting hobby.



The Palm Beach Post

18

NATIONAL BASKETBALL ASSOCIATION

An impressive daily offering of statistics from the day before. Game stories within 30 minutes of the end. Changes daily. Length: 2 to 3 minutes.

3401 Miami Heat

3406 NBA Facts & Figures

OTHER COLLEGE SPORTS

3501 AP MEN'S POLL

Who's No. 1 in men's college basketball and the rest of the rankings? Changes every Monday afternoon. Length: 2 to 3 minutes

3506 AP WOMEN'S POLL

Who's No. 1 in women's college basketball and the rest of the rankings? Changes every Monday afternoon. Length: 2 to 3 minutes

3511 CNN/USATODAY MEN'S TOP 25 POLL

Another opinion of the top men's college teams. Changes Sunday nights. Length: 2 to 3 minutes

6299 STATE COLLEGE RECRUITING BY UF, UM AND FSU.

Where are the state high school stars going to play? At a state powerhouse? Out of state? Updated nightly. Length: Up to 5 minutes.

NATIONAL HOCKEY LEAGUE

Statistics from yesterday's matchups. Changes daily. Length: 2 to 3 minutes.

3706 NHL Facts & Figures

ON THE WATER

1050 FISHING REPORTS

Provided by author and long-time local fisherman Bob McClory. Reports include interviews with area professionals and with the amateurs who caught the Big Ones. Length: Up to 5 minutes.

SALTWATER FISHING REPORT

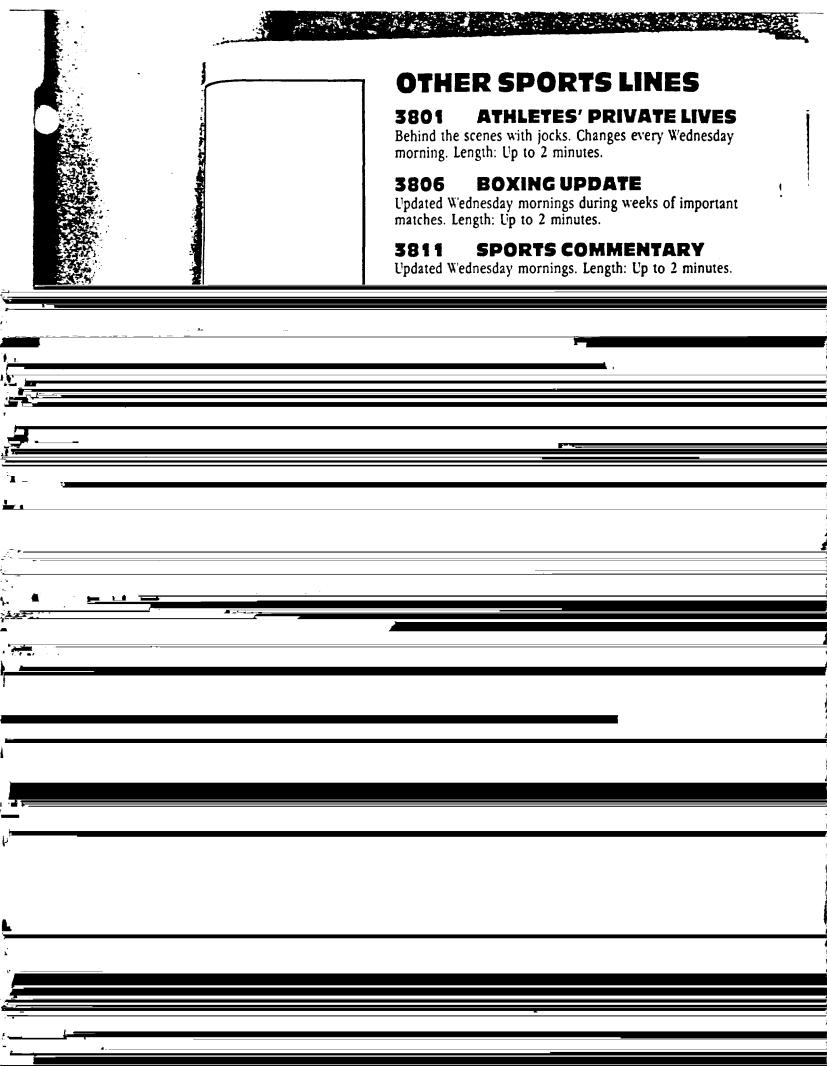
Updated at least twice a day with tides and boater conditions. Updated more frequently during severe weather.

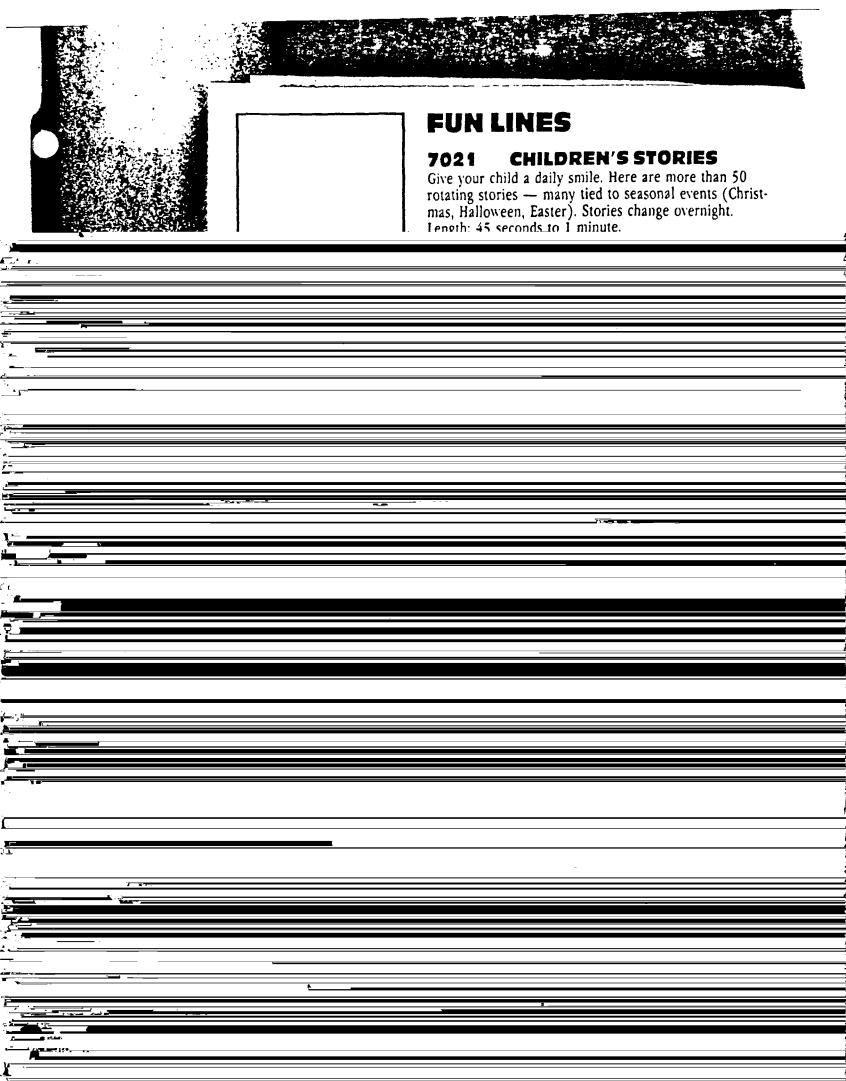
FRESHWATER FISHING REPORT

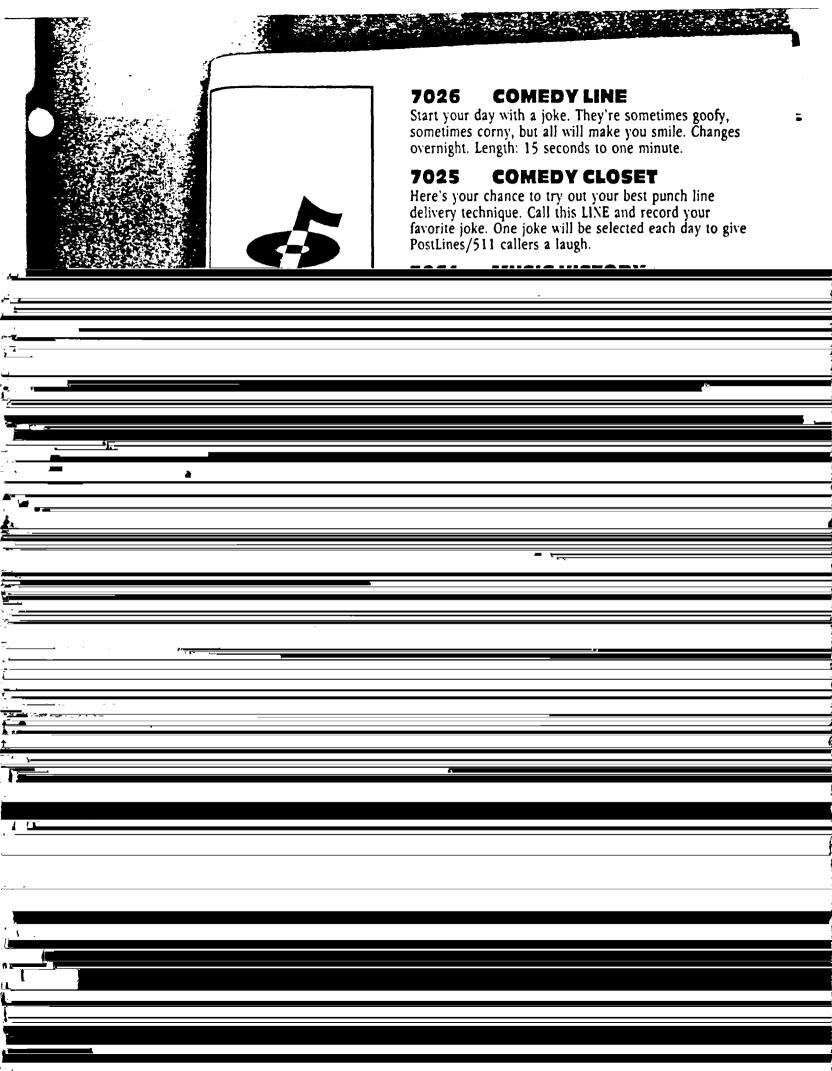
Updated once or twice a day.

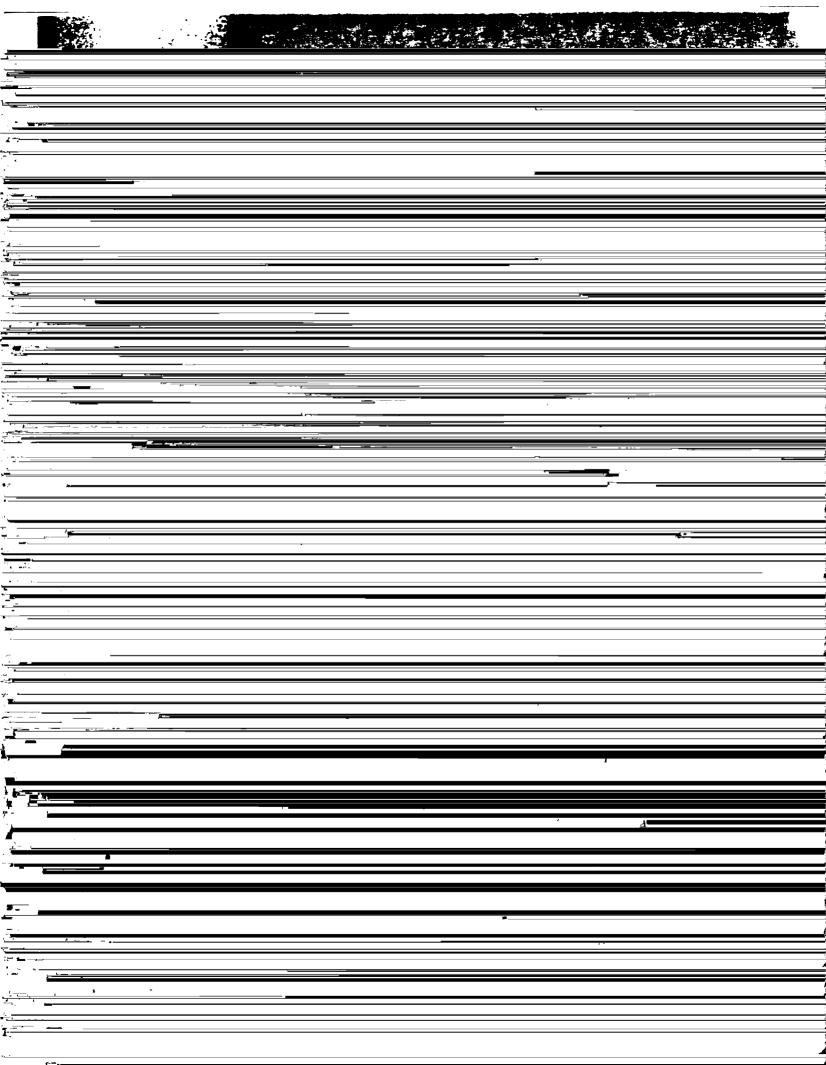
1220 SURFING CONDITIONS

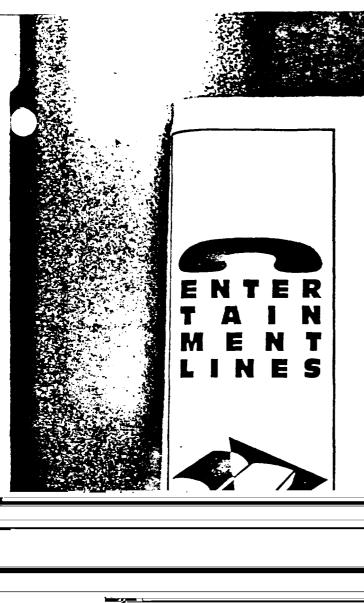
Updated daily by Bob McClory with frequency increasing during rough conditions. Length: Up to 2 minutes.











UPCOMING FUN LINES

The PostLines/511 services listed in this directory are just the beginning. PostLines/511 will constantly be adding new services for you. Use the coupon on page 29 to tell us what you'd like The Palm Beach Post to add. Here's a line we're working on now:

QUESTION OF THE DAY — Would you like to review movies? Would you participate in a call-in poll to voice how you feel about a movie or record, and then compare your rating to The Post's reviewer?

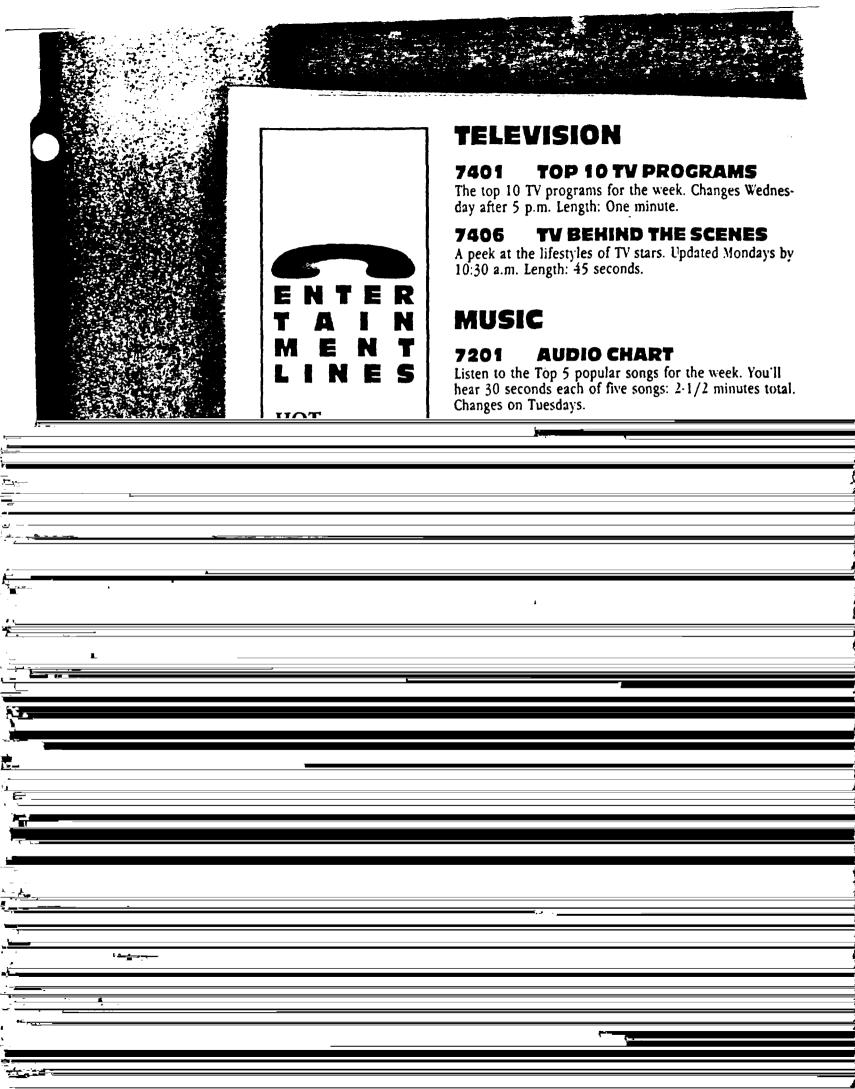
ENTERTAINMENT LINES

7014 BOOK REVIEWS

A new collection of book reviews will appear each week. Each review lasts about two minutes.

BOOK RELEASES

TARR Hardhaale





HOTTER STARS

Peek into the private lives of music stars with PostLines/511. Updated weekly.





7271 RHYTHM & BLUES SINGLES

A listing of the Top 10 singles for the week. Updated around 1 p.m. on Tuesday. Length: One minute.

7266 RHYTHM & BLUES ALBUMS

BillBoard Magazine's listing of the Top 10 R&B albums for the week. Updated around 1 p.m. on Tuesday. Length: One minute.

7203 CLASSICAL ALBUMS

The ten best selling classical albums of the week. Changes on Mondays. Length: One minute.

7204 CLASSICAL MUSIC NEWS

News and performer profiles from the classical music world. Changes on Mondays. Length: One minute.

7246 RAP SINGLES

A listing of the Top 10 singles for the week. Updated around 1 p.m. on Tuesday. Length: One minute.

7243 RAP ALBUMS

A listing of the 10 best-selling albums for the week. Changes on Mondays. Length: One minute.

7244 RAP & URBAN MUSIC NEWS

News and performer profiles from the rap music world. Changes on Mondays. Length: One minute.

7206 ADULT CONTEMPORARY SINGLES

A listing of the Top 10 singles for the week. Updated around 1 p.m. on Tuesday. Length: One minute.

7231 JAZZ ALBUMS

BillBoard Magazine's listing of the Top 10 jazz albums for the week. Updated around 1 p.m. on Tuesday. Length: One minute.

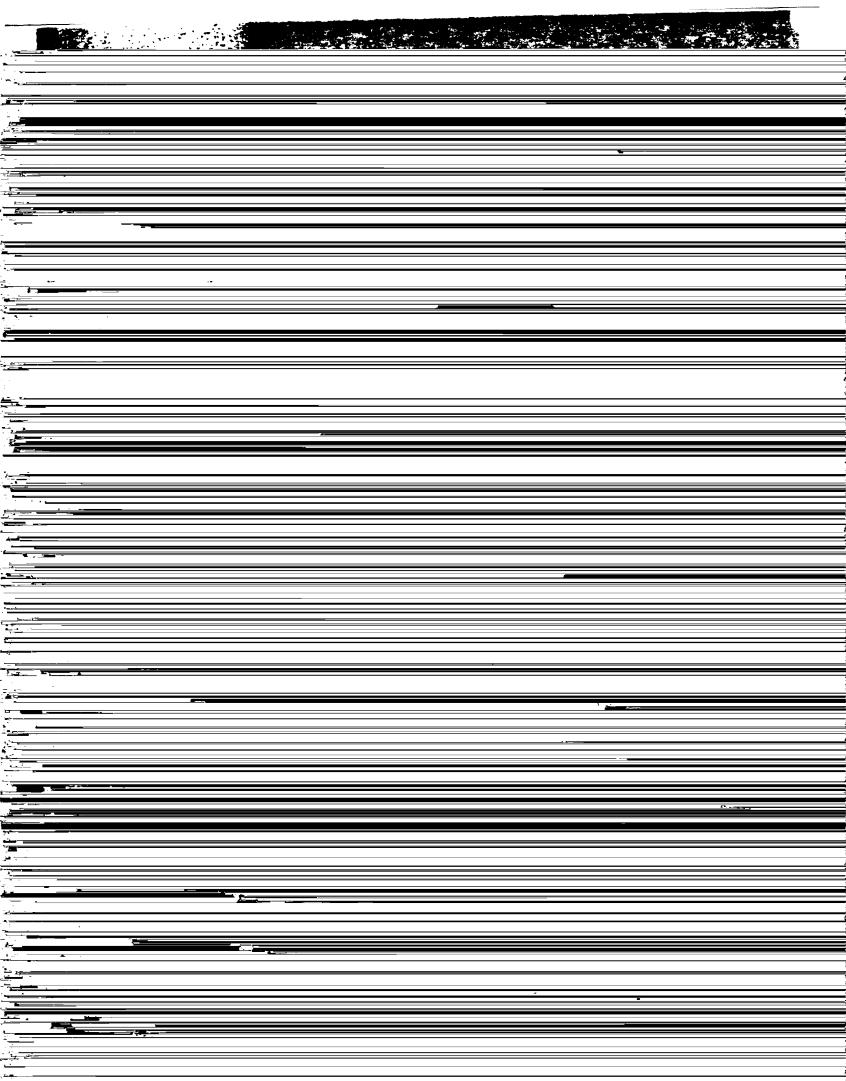
FINE ARTS LINES

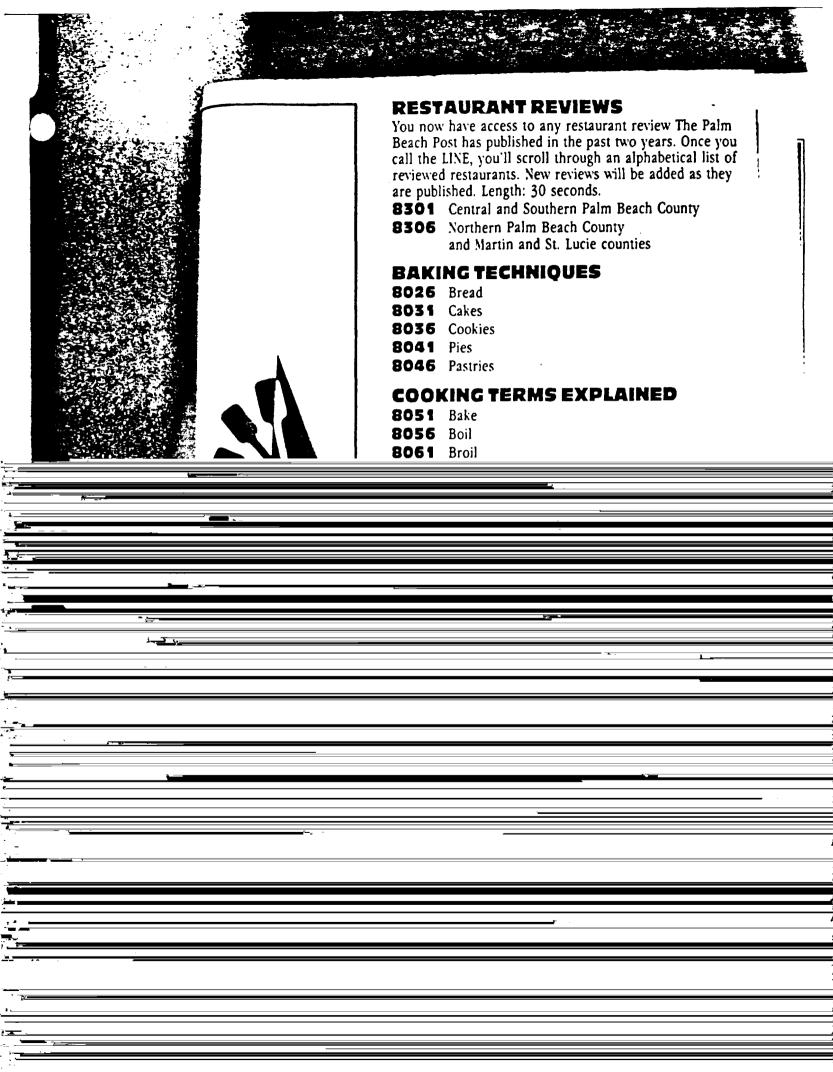
7001 ARTSLINE

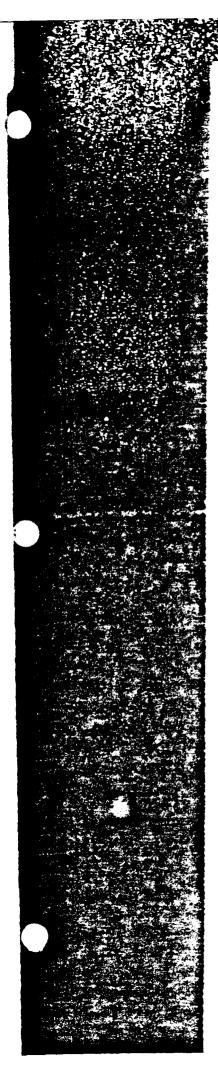
Information on local fine arts performances and events. Provided by the Palm Beach County Council of the Arts. Length: Up to 5 minutes.

7006 MORIKAMI UPDATE

What's upcoming at the new, \$4-million Japanese-culture museum in Delray Beach. Length: Up to 5 minutes.







RECIPES IN A HURRY

Need a new dessert, appetizer or main course recipe for tonight? PostLines/511 offers different recipes every week.



RESTAURANT REVIEWS

The Post has reviewed many of the best area restaurants and now this information is available to you seven days a week, 24 hours a day through PostLines/511.



SAUCE RECIPES

B1B1 Barbecue

8186 Bearnaise

8191 Hollandaise

8196 Spaghetti

8201 White

SEASONING USES

8206 Basil

8211 Bay Leaf

8216 Cinnamon

8221 Curry

8226 Garlic

8231 Ginger

8236 Nutmeg

8241 Oregano

8246 Parsley

8251 Thyme

SOUP RECIPES

8256 Chicken Noodle

8261 Clam Chowder

8266 Cream of Mushroom

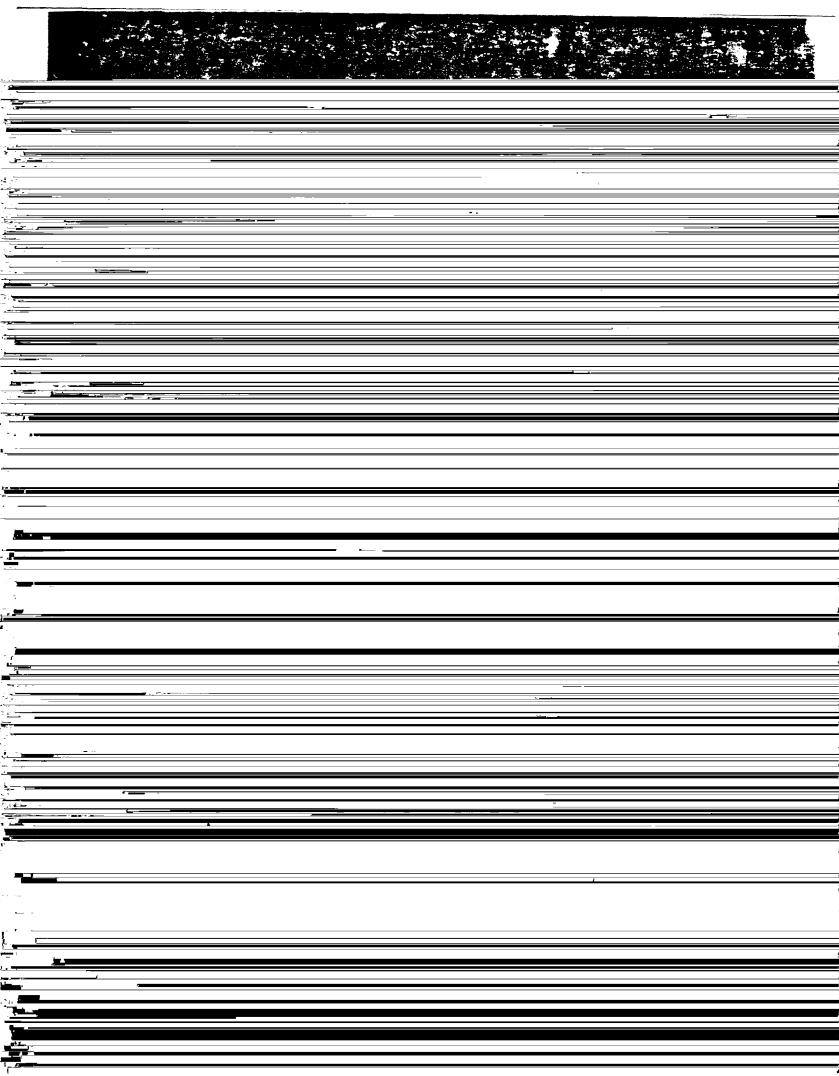
8271 French Onion

8276 Vegetable

UPCOMING RECIPE AND DINING LINES

The PostLines/511 services listed in this directory are just the beginning. We will be adding new services for you. Use the coupon on page 29 to tell us what you'd like The Palm Beach Post to add. Here are some lines we're thinking about adding:

MENUS OF AREA RESTAURANTS — Sent to you by fax. A selection of Food Editor Jan Norris' favorite recipes sent by phone or fax. Also sent by fax: columns on microwave cooking, low-fat cooking, and health-conscious cooking.



FOR YOUR COMMENTS AND TO LIST STOCK NAMES AND TICKER SYM			CKER SYMB
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T E S T D R I V E L I N E S

BOB SIKORSKY

of The New York Times will write a weekly car care column in the Thursday Classified section beginning in March. In addition, a library of his car reviews will be offered through PostLines/511 Sikorsky has written several best-selling automotive books and is a member of the Society of Automotive Engineers.





TEST DRIVE LINES

For a copy of the New York Times review of any of the vehicles listed below, call PostLines/511, enter the LINE number of the review you want and then punch in the telephone number of your FAX machine. (Be sure to include your Area Code.) The 1- or 2-page review, which includes Bob Sikorsky's evaluation and an explanation of prices and features, will be on its way to you within minutes.

. minutes. 1000 Audi 90 S ('93) 9902 Cadillac Seville Touring Sedan ('93) 9903 Chevrolet Astro ('92) Chevrolet Blazer Sport 4WD ('92) Chevrolet Corsica LT ('93) 9904 9905 9906 Chrysler Concorde (193 9907 Chrysler Eagle Vision ESi ('93) 9908 Consulier GTP LX ('93) 9909 Corvette Convertible ('93) Dodge D150 Shortbed Pickup ('93) Ford Escort GT Hatchback ('93) Ford Probe GT ('93) Ford Ranger Supercab STX ('93) 9913 GEO Prizm LSi ('93) Honda Civic del Sol Si ('93) 9915 Honda Prelude VTEC ('93) Infiniti G20 ('93) 9917 Infiniti 130 (*93) Jeep Grand Cherokee Laredo 4WD ('93) 9919 9920 Jeep Grand Wagoneer +WD ('93) Lexus LS 400 ('93) 9921 9922 Mercury Tracer LTS ('93) Mercury Villager LS ('93) Nissan Altima GLE ('93) 9923 9924 Oldsmobile Cutlass Ciera S ('93) 9925 Subaru Legacy AWD Touring Wagon ('93) Toyota Camry LE Wagon ('92)

9928 Volkswagen Corrado SLC ('93)



Now, Your Phone Answers You!

PostLines/511
Telor The Palm Beach Post
P.O. Box 24695
West Palm Beach, FL 33416

APPENDIX II

CUSTOMER SERVICE MANUAL AND GUIDE TO PROTECTING CUSTOMER PHONE NUMBERS

511 Customer Service Manual and Guide to Protecting Customer Phone Numbers

Customer Service

Our goal in customer service is to handle any customer questions or complaints while the customer is on the line. We don't want to leave a customer hanging or transfer them around from person to person or place to place. Everyone in our department is qualified to handle customer service calls.

Customer service calls fall into three main categories:

1) General questions,

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- 2) Non-PostLines/511 calls, and
- 3) Complaints and/or refund requests.

Questions to 511 range from the very general (What is 511?) to the very specific (What is the category code for Scorpio?). Our aim is to answer each question to the customer's satisfaction.

The PostLines/511 customer service line often receives calls for other *Palm Beach Post* departments; in fact, about 30% of our calls fall into this category. When we receive a call for another department, it is our policy to help the customer if possible, and, if not, to get him or her to someone who can.

Complaints and refund requests are handled systematically. When a customer calls with a complaint, we first ascertain exactly what the problem is, then set about remedying it. If the remedy includes issuing a refund, we handle that in a courteous, prompt fashion. Although any member of our staff can handle a refund request, Molly Ross is the only one who can actually send out money.

Complaints

When a customer calls with a complaint, our first step is to determine the exact nature of the problem. Common problems and their solutions are:

1) I called 511 and they keep telling me they can't hear my four-digit code.

The first step in this case is to make sure the caller has a touch-tone phone. This requires more than just asking the caller whether his phone is touch-tone or not since many callers think that touch-tone is equivalent to push button.

When trying to determine whether a phone is touch-tone or not, we ask the caller to push one of the number buttons on his or her phone. If we hear a pulse or clicking, we inform the caller that is the problem and go on to explain that the computer listens for certain sounds to tell which key is pushed and that it is only by these tones that a line can be accessed. We also ask the caller to check to see if there is a PULSE/TONE switch on the side of his phone (several people have been pleasantly surprised to find that there is), and, if there is, we have the caller switch it from PULSE to TONE, reminding him to switch it back after completing his call to 511. If there is not, we tell the customer that we will either refund his money or patch him through for free to the line he was trying to access since the charge will appear on his phone bill.

If the caller does have a touch-tone phone, we will patch him through to 511 and then have him push the buttons from his end (with us still on the line) to get the category he wants.

2) There is/are 511 charges on my phone bill. What is that? and, after explanation, I didn't make those calls and no one in my house would.

If there are fewer than 10 calls, we simply tell the caller we will refund his money. If there are 10 or more calls, we refund his money, but have him speak to Dan Shorter first. If Dan isn't in the office when the refund request is made, we leave him a message and he returns the call as soon as he returns.

3) I was calling to get such-and-such line, but it cut out on me while I was listening to it.

We take the caller's name and number and tell him we will call him back within five minutes. Then we call and check the line. If there is no problem, we call the customer back and play it for him. If there is a problem, we take whatever steps are necessary to correct the problem, then call the customer back and tell him what we found out. We then offer to let the caller know when the line gets back up or refund his money. If the caller has made more than one call trying to access the line, we refund for the number of calls made.

4) I called 511 to request a fax, but I never received the fax or it keeps telling me it isn't hearing my fax number.

Since the caller has gotten into the system far enough to request a fax, we know the caller has a touch-tone phone. Therefore, we take the caller's name, phone number and fax number and send it to him. We follow up by calling the customer to verify that the fax was received or tell them to call our customer service number if he hasn't received the fax within five minutes.

5) I have called 511 several times, but can't get through. It is always busy or My phone just goes dead or I get someone on the line who tells me this number cannot be reached.

We first ask the caller where he is calling from. If he is calling from outside the central Palm Beach County area, we inform him that he must use the 900 number and then explain how to go about doing that. If he is calling from within the central Palm Beach County calling area, we ask if he has a 900 and/or 976 block, or if he is calling from an office that might have a 900/976 block. If he is unsure whether or not he has a block, we give him Southern Bell's customer service number to check. If he does have a block and wishes to remove it, we give him Southern Bell's customer service number.

6) I live in a non-central Palm Beach County calling area, how come I have to pay 35 cents per minute for PostLines, when other people in Palm Beach County only have to pay 35 cents for five minutes?

We tell the caller we are hoping to get the boundaries expanded.

Refunds

Our refund policy is very simple: If a customer wants a refund, we give it to him.

When a customer calls and requests a refund, we take his name, address, phone number, the number of calls and when the call(s) was (were) made. We put this information on a customer service form and then give the completed form to Molly Ross.

Molly takes the form, types up a letter to the customer and mails it, along with the refund, to the customer. Refund letters are usually sent on Mondays and Thursdays. She then enters all the refund information into a password protected file.

If a customer were to call and want to know anything about his refund, such as when it was sent, Molly or Dan Shorter would have to talk to him. They are the only two who have access to the refunds file. The refunds are kept in a password protected file. We also keep a hard copy of the original customer service form with a copy of the dated refund letter attached to it in a locked filing cabinet.

POLICY STATEMENT: How to protect our customers' privacy

Standard operating procedure for handling customer service data from Southern Bell

It is our obligation and our commitment to protect the privacy of those people who use our service.

To this end customer telephone numbers will be used only for verifying refunds and for our internal use in examining 511 market trends.

